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U.S. Embassy – Bogotá, Colombia

Public Affairs Section: (571) 315-0811 Ext.2625

U.S. Agency for International Development

USAID Information: (571) 315-0811 Ext. 4102

FACT SHEET

Colombian Specialty Coffee

STRATEGIC PURPOSE

The Specialty Coffee Program works throughout the entire coffee chain to create greater competitiveness and the decisive incorporation of sustainability criteria for Colombian specialty coffee. Through technical assistance, training, improved processing at the farm level, and marketing, the program will help small coffee growers produce specialty coffees that generate premium revenues and as a result, increasing their incomes.

IMPLEMENTING PARTNER AND FINANCIAL SCOPE

In October 2007, USAID/Colombia awarded a three-year US\$5.9 million funding package to ACDI/VOCA. Other partners in the project include the National Federation of Coffee Growers of Colombia, the Specialty Coffee Association of America, and the Coffee Quality Institute.

SPECIFIC OBJECTIVES

- Encouragement of product quality and differentiation at the farm level (including sustainability-enhancement practices).
- Increased market transparency (by promoting traceability systems and market intelligence for producers and traders).
- Stimulation of Colombian organizations deemed to be reputable and reliable, with the objective of increasing their coffee sector activity.

GEOGRAPHIC SCOPE

USAID/Colombia Corridors and specialty coffee regions.

EXCEPTED RESULTS

CAFES will achieve the following illustrative results during the three years of implementation:

- 12,000 families benefited with Best Agricultural Practices leading towards specialty coffees.
- 120 buying points strengthened with technical assistance, upgraded equipment, and/or personnel.
- And additional two million bags of specialty coffee exported over the 2006 level.
- A 30%-50% average increase in sustainable producer incomes.
- A minimum of six (6) 'GDA-type' alliances with international private specialty coffee Sector actors.
- A Colombian specialty coffee organization strengthened and fully operational.